

# PRIMERA TECHNOLOGY, INC.

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### COMPANY DESCRIPTION

Headquartered in Plymouth, MN, USA, Primera Technology, Inc. is a leading developer and manufacturer of specialty printing equipment, including the CX1200 Color Label Press, FX1200 Digital Finishing System, LX-Series Color Label Printers, CX1000 Color Label Printer, RX900 Color RFID Printer, LP130 Laser Marking System and the New LX2000 Color Label Printer. Primera's mission is to produce technologically superior products that offer a high degree of customer satisfaction and value while conducting business affairs with unparalleled integrity, courtesy and professionalism. The company has built well over a million inkjet, thermal transfer and dot matrix printers throughout its history. Label converters all over the world depend upon Primera's digital presses and finishing systems for reliable operation and highly profitable short-run jobs. Watch customer case studies and product videos at [www.primeralabel.com/videos](http://www.primeralabel.com/videos).

### MARKETS SERVED

Primera shows its commitment to responding to customer needs in the global label converting market by distributing its products in more than 222 countries with service and support for North America, Latin America and South America from Plymouth, Minnesota. Sales and support for Europe, Scandinavia and Middle East customers is through Primera Europe, located in Wiesbaden, Germany. Primera's Asia Pacific sales and support office in Hong Kong serves all countries in the Asia Pacific region.

### PRODUCTS

- CX1200 Color Label Press – delivers short-run, full color digital label printing at a breakthrough price. Label manufacturers are now able to produce photo-quality and Pantone® spot color labels in quantities from one to tens of thousands at a time. CX1200 makes short-run label production highly profitable and sells for \$18,995 MSRP.
- FX1200 Digital Finishing System – an “all-in-one” off-line solution that produces rolls of finished labels produced by a variety of narrow web output devices. Instead of hard-tooled

or flexible steel dies, FX1200 utilizes digitally-controlled tungsten carbide steel knife blades. With FX1200 you'll never have to buy a die or wait for it to be made and delivered. Your turnarounds will be faster and the time and cost savings are significant. FX1200 sells for \$34,995 MSRP.

- CX1000 Color Label Printer – delivers short-run, full color digital label printing using pre die-cut label stock. Manufacturers are now able to produce photo-quality labels in quantities from one to thousands at a time. CX1000 sells for \$10,995 MSRP.
- FX1000 Matrix Removal System – makes it easy to remove waste matrix, while slitting and rewinding labels to finished rolls. For use with the CX1000 Color Label Printer or other thermal, thermal transfer or inkjet-based desktop label printers. FX1000 sells for \$8,995 MSRP.
- LX400 and LX900 Color Label Printers – These small footprint full-color printers produce high-quality, 4800 dpi short-run labels. Prices start at \$1,495 MSRP.
- RX900 Color RFID Printer – an on-demand color RFID label and tag printer. Labels are printed, encoded, verified and dispensed one at a time, making the printer ideal for applications where one or more labels at a time are required. RX900 sells for \$4,995 MSRP.
- AP-Series Label Applicators – The perfect semi-automatic labeling solution for cylindrical and flat containers. Prices start at \$1,495 MSRP.

### NEW TECHNOLOGIES

The LX2000 Color Label Printer is Primera's newest and fastest pigment inkjet printer. LX2000 features large ink cartridges for lower cost per label, pigmented ink to allow for more water and UV resistance, front color LCD control panel and wired/Ethernet or wireless connection options. Other highlights include a viewing window for label stock levels, built in “pizza-wheel” cutter and print speeds of up to 6 inches per second. LX2000 sells for \$3,695 MSRP.

### SPECIAL SERVICES

Primera is committed to delivering reliable, professional products to professional label converters. Each product comes with access to an online 24/7 knowledge base and free technical support during regular business hours for the lifetime of the equipment. The labels you sell reflect the quality and reputation of your company. With Primera's top selling line of equipment, you'll be able to enhance both with a truly affordable equipment investment.



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